

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

September 9, 2013

Call to Order and Roll Call

The ninth meeting of the Education and Outreach Subcommittee was held on Monday, September 9, 2013, at 2:00 p.m. in the Large Conference Room at the Office of the Kentucky Health Benefit Exchange. Tihisha Rawlins, Chair, called the meeting to order at 2:00 p.m., and the Secretary called the roll.

Subcommittee Members Present: Tihisha Rawlins, Chair; Gabriela Alcalde (by phone); David Allgood; Katie Carter; Julia Costich; Rich Seckel; Malea Hoepf Young; Kathy Wheeler; Bill Wagner (by phone); Marcus Woodward; and Regan Hunt. Susan Dunlap, Patty Gregory, and Tina McCormick were not present at the meeting.

Staff Present: Carrie Banahan; Wanda Fowler; Miriam Fordham; Reina Diaz-Dempsey; Jean Klinge; Bill Nold; Sherilyn Redmon; and Peter Wilson.

Approval of Minutes

A motion was made to accept the minutes of the July 26, 2013, meeting, as amended, seconded, and approved by voice vote.

Presentation on kynector Entity Plans

Barbara Gordon, Director of Social Services, Kentuckiana Regional Planning and Development Agency (KIPDA), briefed the subcommittee on the efforts planned as the kynector entity for Region 3 including the various clients hoping to be reached, and how that would be accomplished. Kate Haydon, Director of Outreach and Special Projects, Community Action Kentucky (CAK), also briefed the subcommittee on her organization's role as a designated kynector agency for Regions 1, 2, 6, and 7, its targeted constituencies, and expectations.

Update on kynector Training

Jean Klinge, Division Director, Office of the Kentucky Health Benefit Exchange (KHBE), informed the subcommittee members that the first kynector training was held September 7 in London, and the next training session was scheduled for September 12 in Louisville. The Request for Proposals (RFP) has been issued for Regions 4, 5, and 8. The anticipated announcement for that is October 30, with a start date of November 1. In the meantime, sister agencies within the Cabinet for Health and Family Services will cover those counties not represented by kynector entities. Also, several events on the kynect mobile tour and additional speaking engagements are scheduled to take place in those regions to help with outreach.

Concerns were raised by subcommittee members about problems encountered with the availability of training, particularly for insurance agents. Carrie Banahan, Executive Director, KHBE, and Carrie Kulmer, Project Manager, KHBE, assured the subcommittee members that

issues regarding accessibility to the online training materials were corrected with outside accessibility to the online materials, and that the number of insurance agents seeking training for certification would be achievable prior to the start of open enrollment on October 1.

Update on Consumer User Acceptance Testing

Ms. Klinge informed the subcommittee that user acceptance training was conducted with four consumers. Chairman Rawlins noted that many of the comments and suggestions from the previous testing in May had been adopted and implemented for the new round of testing. Overall, the consumers had a more enjoyable experience when visiting the exchange website during the most recent testing. The testers found that it took about 20 minutes to input the personal information necessary to complete an application and receive a determination on any assistance a consumer might qualify to receive. Some system bugs were identified and are being resolved.

Update on Education and Outreach Efforts

Ms. Klinge briefed the subcommittee members on the success of Kentucky's implementation and operational readiness review, which was conducted by the Centers for Medicare and Medicaid Services, particularly in relation to education and outreach. CMS asked if they could use some of the kynect education and outreach materials as examples to help other states. The mobile tour was discussed, and the popularity of the kynect tote bag as a giveaway was noted. Over 22,000 of the tote bags were distributed at the Kentucky State Fair this year, and staff had substantive discussions with over half those individuals receiving bags. Ms. Klinge also provided updates on the kynect social media effort, the contact center, kynect kiosks, , and new fact sheets being made available. As KHBE transitions from the education phase into the enrollment phase, billboards and radio are being added to the outreach efforts as well.

New Business

Ms. Klinge asked for suggestions from the members for training modules related to sensitivity training.

The next meeting of the subcommittee -is scheduled for October 24, 2013.

Adjournment

The meeting was adjourned at 3:30 p.m.